

Student's Name/Initial:

/

Date:

Teacher's Initials:

Date:

SPORTS AND ENTERTAINMENT MANAGEMENT STUDENT PROFILE

COURSE CODE: 5426

Directions: Evaluate the student using the applicable rating scales below and check the appropriate box to indicate the degree of competency. The ratings 3, 2, 1, and N are not intended to represent the traditional school grading system of A, B, C, and D. The description associated with each of the ratings focuses on the level of student performance or cognition for each of the competencies listed below.

PERFORMANCE RATING

- 3 - Skilled--can perform task independently with no supervision
2 - Moderately skilled--can perform task completely with limited supervision
1 - Limitedly skilled--requires instruction and close supervision
N - No exposure--has no experience or knowledge of this task

COGNITIVE RATING

- 3 - Knowledgeable--can apply the concept to solve problems
2 - Moderately knowledgeable--understands the concept
1 - Limitedly knowledgeable--requires additional instruction
N - No exposure--has not received instruction in this area

A. SAFETY

3 2 1 N

- ___ ___ ___ ___ 1. Review school safety policies and procedures.
___ ___ ___ ___ 2. Review classroom safety rules and procedures.
___ ___ ___ ___ 3. Review safety procedures for using equipment in the classroom.
___ ___ ___ ___ 4. Identify major causes of work-related accidents in office environments.
___ ___ ___ ___ 5. Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS

3 2 1 N

- ___ ___ ___ ___ 1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
___ ___ ___ ___ 2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
___ ___ ___ ___ 3. Explain the benefits and responsibilities of being a member of a CTSO.
___ ___ ___ ___ 4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.

- ___ ___ ___ ___ 5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

3 2 1 N

- ___ ___ ___ ___ 1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
___ ___ ___ ___ 2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
___ ___ ___ ___ 3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
___ ___ ___ ___ 4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
___ ___ ___ ___ 5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other

- ___ ___ ___ ___ 6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
___ ___ ___ ___ 7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

- ___ ___ ___ ___ 1. Demonstrate punctuality.
___ ___ ___ ___ 2. Demonstrate self-representation.
___ ___ ___ ___ 3. Demonstrate work ethic.
___ ___ ___ ___ 4. Demonstrate respect.
___ ___ ___ ___ 5. Demonstrate time management.
___ ___ ___ ___ 6. Demonstrate integrity.
___ ___ ___ ___ 7. Demonstrate leadership.
___ ___ ___ ___ 8. Demonstrate teamwork and collaboration.
___ ___ ___ ___ 9. Demonstrate conflict resolution.
___ ___ ___ ___ 10. Demonstrate perseverance.
___ ___ ___ ___ 11. Demonstrate commitment.
___ ___ ___ ___ 12. Demonstrate a healthy view of competition.
___ ___ ___ ___ 13. Demonstrate a global perspective.
___ ___ ___ ___ 14. Demonstrate health and fitness.
___ ___ ___ ___ 15. Demonstrate self-direction.
___ ___ ___ ___ 16. Demonstrate lifelong learning.

3 2 1 N

- ## F. COMPONENTS OF THE MARKETING EDUCATION PROGRAM

- 3 2 1 N

- 3 2 1 N

- 3 2 1 N

- 3 2 1 N

- 3 2 1 N

- _____ 1. Write a mission statement for a sports organization.
- _____ 2. Write short-term and long-term goals for a sports organization.
- _____ 3. Discuss the importance of strategic planning.
- _____ 4. Discuss the use of management functions in professional sports.
- _____ 5. Research historical figures and associations directly related to racial and/or gender equity in sports (e.g., Venus and Serena Williams, Jackie Robinson, Women's National Basketball Association [WNBA], Tiger Woods, Althea Gibson) including researching the people in management behind the events.
- _____ 6. Describe the importance of business and financial plans, job descriptions, and separation of responsibilities in a large organization.
- _____ 7. Identify general managers at different levels of professional sports and their duties.

- _____ 8. Discuss ethical issues in sports (e.g., domestic violence, performance enhancing drugs [PED], gambling).

L. ENTERTAINMENT INDUSTRY

3 2 1 N

- _____ 1. Write a mission statement for an entertainment organization.
- _____ 2. Write short-term and long-term goals for an entertainment organization.
- _____ 3. Discuss the importance of strategic planning.
- _____ 4. Discuss the use of management functions in the entertainment industry.
- _____ 5. Research historical locations and historical figures directly related to racial and/or gender equity in entertainment (e.g., Apollo Theater, Motown, concerts in the South during the American Civil Rights Era) and search for the people in management behind those events.
- _____ 6. Describe the importance of business and financial plans, job descriptions, and separation of responsibilities in a large organization.
- _____ 7. Discuss ethical issues in the entertainment industry (e.g., drug and alcohol abuse).

M. FINANCIAL AND ECONOMIC CONCEPTS

3 2 1 N

- _____ 1. Develop an understanding of basic financial documents.
- _____ 2. Explain supply and demand.
- _____ 3. Define utility and the types of utility.
- _____ 4. Identify the numerous factors of hosting a production.
- _____ 5. Discuss economic systems.
- _____ 6. Research types of budgeting techniques used in the sports and entertainment industries (e.g., line item, zero-based).
- _____ 7. Describe the difference between good and bad debt.
- _____ 8. Discuss how money is raised to build facilities.
- _____ 9. Describe the economic impact of sports and entertainment events at various levels: locally, regionally, nationally, and

- _____ 10. Research budgets and discuss how tiering, regionalizing, and other budgeting decision making methods are used.
- _____ 11. Discuss the impact of revenue sharing and its effects on small market teams in sports.
- _____ 12. Describe economics as related to the entertainment industry and to collegiate, amateur, and professional sports.

N. VENUE AND EVENT MANAGEMENT

3 2 1 N

- _____ 1. Describe how sports and entertainment industries select and manage venues to hold events.
- _____ 2. Describe potential marketing and sales techniques used before, during, and after events.
- _____ 3. Discuss logistical procedures and preparation processes (e.g., parking, ticket sales, ushers, lighting, food preparation and sales, security, sound systems).
- _____ 4. Organize and execute a simple event for a chosen community organization (e.g., retirement center, Rotary, Lions Club, veterans' organization, school function).

O. STRATEGIC MANAGEMENT

3 2 1 N

- _____ 1. Explain the types of decisions made by managers.
- _____ 2. Discuss types of decision making styles and approaches.
- _____ 3. Describe the conditions faced by a manager when making a decision.
- _____ 4. Discuss group decision making and techniques for improving group decision making.
- _____ 5. Define and explain how knowledge management benefits sports and entertainment managers.
- _____ 6. Discuss strategic management and levels of strategy.
- _____ 7. Identify the steps in strategic

- _____ 8. Identify advantages and risks of strategic management.
- _____ 9. Explain the development phase of strategic management.
- _____ 10. Describe the action and review phases of the strategic management process.
- _____ 11. Identify and explain the major strategic planning tools used by managers.

P. HUMAN RESOURCES AND MANAGERIAL CAREERS

3 2 1 N

- _____ 1. Identify the functions and responsibilities of human resources.
- _____ 2. Describe recruiting and retention processes.
- _____ 3. Explain why coordinating and giving feedback are important responsibilities in human resources.
- _____ 4. Explain why managers should delegate duties.
- _____ 5. Discuss the latest trends in the sports and entertainment industries.
- _____ 6. Identify specific skills needed by today's sports and entertainment workforce.
- _____ 7. Develop a career portfolio including a resume, cover letter, and job application.
- _____ 8. Complete a job shadowing experience and other work-related experiences.
- _____ 9. Research a sports or entertainment management career.
- _____ 10. Prepare a written report of the findings from research on a sports or entertainment management career.
- _____ 11. Present career research findings to class.

Q. LEADERSHIP AND TEAMWORK

3 2 1 N

- _____ 1. Define leadership.
- _____ 2. Identify characteristics of successful leaders.
- _____ 3. Identify ways a leader can influence followers.
- _____ 4. Identify important human relations skills of a leader or manager.
- _____ 5. Discuss the importance of

- ___ __ __ 6. communication in an effective leader.
Explain the difference between power and authority.
- ___ __ __ 7. Explain why managers should know what motivates individuals to accomplish organizational goals.
- ___ __ __ 8. Identify and describe four leadership styles: autocratic, democratic, open, and situational.
- ___ __ __ 9. Discuss why people are resistant to change.
- ___ __ __ 10. Explain the steps in a successful change process.
- ___ __ __ 11. Identify and describe two basic group structures.
- ___ __ __ 12. Describe factors that influence group behavior.
- ___ __ __ 13. Identify the different types of teams used by an organization.
- ___ __ __ 14. Explain how a manager can build a successful team.
- ___ __ __ 15. Develop a report on research conducted on successful leaders and/or teams including reasons they were successful.
- ___ __ __ 16. Discuss how technology can be used in team decision-making.
- ___ __ __ 17. Describe how organizations can be designed to support team decision-making.

R. OPERATIONAL MANAGEMENT

- 3 2 1 N
___ __ __ 1. Define operations management and identify its functions.
- ___ __ __ 2. Identify functions of operations management.
- ___ __ __ 3. Discuss how competition affects operations planning.
- ___ __ __ 4. Discuss how technology and statistical programs can be used in operations management.

S. TECHNOLOGY

- 3 2 1 N
___ __ __ 1. Describe how technology is used in marketing management.
- ___ __ __ 2. Discuss the new technologies used in sports and entertainment management

(e.g., StubHub, Daktronics, TicketMaster).

- ___ __ __ 3. Discuss the impact of technology on sports and entertainment (e.g., Fantasy Football, first down line for television, Speed Tree animation).

T. SPORTS AND ENTERTAINMENT LAW

- 3 2 1 N
___ __ __ 1. Describe how monopoly laws affect professional and collegiate sports.
- ___ __ __ 2. Discuss the impact of Title IX on management of high school and college athletics.
- ___ __ __ 3. Describe the roles of governing bodies in high school and collegiate athletics.
- ___ __ __ 4. Explain how trademark and copyright laws affect the sports and entertainment industry.
- ___ __ __ 5. Identify sports and entertainment agents and companies.
- ___ __ __ 6. Explain the agent's role in negotiating contractual agreements.